



IARI *reporter*

industrial advertising research institute

Vol. 3, No. 3

June-July 1961

IARI IS FORMALLY SEPARATED FROM ASSOCIATION OF INDUSTRIAL ADVERTISERS

Members of AIA at their annual meeting on June 12 in Boston made the way clear for IARI to incorporate as a separate organization by repealing Article XI of the AIA Constitution. This formal separation will become effective on July 1st which is the fiscal year beginning for both organizations.

The present IARI Board of Trustees will continue to serve until October 18th when the first Annual Meeting for Subscribers will be held in New York City. As outlined in the Institute's new By-Laws, the board will be increased from ten to thirteen members at this meeting. Also, as discussed on Page 2, the Annual Meeting will be combined with the New York session of the Institute's annual Research Forum.

NEW INSTITUTE PROGRAM FOR INCREASING SERVICES TO SUBSCRIBERS

Following a study completed by a special Institute committee, the IARI Trustees have recently adopted a program to broaden the scope of Institute activities and to provide an increase in services for member-subscribers. Heading up the committee to represent subscribers in developing this program was IARI Trustee, Albert M. Cherry, Manager, Sales Promotion & Advertising, for Reliance Electric & Engineering Company.

Serving on Mr. Cherry's committee were William B. Daub, Sun Oil Co.; G. C. Draper, Jr., Peacock Brothers Ltd.; Joseph W. Leonard, American Management Assoc.; John C. Maddox, Fuller & Smith & Ross; and James W. Murphy, Allis-Chalmers Manufacturing Co.

As now contained in Article II of the new By-Laws, the committee suggested that "the purpose of the Institute shall be to develop and conduct research and to provide research-based information and services, directed toward increasing the effectiveness of industrial advertising and related marketing activities."

(continued)

To carry out this overall purpose, the following program outline was developed and approved as the basis for future Institute activities:

1. Types of research to be conducted:
 - a. Surveys and analysis of current practices; e.g., the Inquiry Handling Report (Report #1)
 - b. Applied research; e.g., "A Statistical Study of Copy Characteristics" (Report #6)
 - c. Experimental research; e.g., the Motivational Study (Report #9)
 - d. Technique research; e.g., Techniques and Standards of Mailed Readership Studies (in process).
2. Dissemination of research-based information by means of:
 - a. Publication of research reports by the Institute.
 - b. Distribution of other research data.
 - c. Library of research information.
3. Research-based services:
 - a. Research Forums
 - b. Research Training Seminars
 - c. Consultation with subscribers on research.

1961 IARI RESEARCH FORUMS
SCHEDULED FOR OCTOBER 18 & 25

Because of the enthusiastic response given to the Research Forums which were presented for the first time last year, they will be continued on an annual basis. This year's Forum will first be held at The Plaza in New York on October 18th and repeated on October 25th at the Sheraton-Blackstone in Chicago.

As a means of encouraging maximum attendance on the part of subscribers, the Annual Subscriber Meeting will be combined each year with one of the Forum's sessions. This year the combination meeting will be held in New York. Further details will be announced as plans are developed.

RESEARCH PROJECT MANAGER ADDED TO IARI HEADQUARTERS STAFF

George G. Otis has joined the IARI headquarters staff, filling the newly-created position of Research Project Manager. Recently associated with Madison Consultants, Inc. as Vice President, Marketing, Mr. Otis was added to the IARI staff as part of the Institute's expanded research program as described above.

Following his graduation from Princeton University, Mr. Otis, who also holds an M.A. degree from Princeton, joined the Gallup Organization and subsequently held staff positions in advertising and marketing research areas with Erwin, Wasey & Company, Congoleum-Nairn, Inc. and Young & Rubicam, Inc.

The addition of Mr. Otis to the staff will make it possible to develop and conduct more studies internally and to provide closer control of projects which are contracted with outside organizations.

TECHNICAL ADVISORY COMMITTEE TAKES ON ADDITIONAL DUTIES

As part of the Institute's reorganization plan in implementing the new research program, the TAC will play a more vital and active role pertaining to research projects and other research-based activities. Under the new By-Laws the chairman of this committee will also be an Institute trustee. He will provide advice and counsel to the Board of Trustees and to the Director on matters relating to the selection of projects and programs. The TAC Chairman is Michael P. Ryan, Director of Advertising, Allied Chemical Corporation.

Institute projects now under development were reviewed by the TAC at its meeting on May 24th. Plans were made at this meeting to survey subscribers to determine specific areas where IARI research could prove most beneficial.

Recently appointed to the TAC were Edward Bloom, Head, Industrial Marketing and Advertising Research, Sun Oil Co. and George M. Robertson, Manager, Advertising Services & Measurement, General Electric Co.

AGENCY AND PUBLISHER RESEARCH STUDIES
TO BE CONDUCTED BY INSTITUTE

As a result of a meeting on June 6th with agency subscribers in the New York area and a meeting with publisher subscribers attending the AIA Conference, plans are now underway to undertake certain projects more directly in the interests of these subscribers. Such projects would be designed, as are all Institute studies, to achieve greater effectiveness of industrial advertising. Decision on projects to be studied will be determined after a survey of these subscribers is made by the Technical Advisory Committee.

TWO MORE MAJOR IARI REPORTS
SCHEDULED FOR RELEASE THIS YEAR

The number of favorable comments already received about the recently-released Building and Maintaining Industrial Direct Mail Lists indicates that this Report No. 10 will prove to be one of the most practical studies produced by IARI.

Also providing specific and usable information in heretofore unexplored areas are Use of Market Evaluation Data in the Advertising Plan and Techniques and Standards of Mailed Readership Questionnaires to be published later this year. In addition, interim reports on A Statistical Study of Copy Characteristics and the Repeat Ad Study will be published during the year.

NEW PROJECT COUNCIL CHAIRMAN
APPOINTED FOR DIRECT MAIL STUDY

W. H. Van Pelt, Manager, Media & Advertising Research, Westinghouse Electric Corporation, has succeeded Sheldon Johnson as chairman of IARI's project to measure the effectiveness of industrial direct mail. The research plan for this project was developed by Mr. Johnson of Westinghouse.

